



News Release
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The TRUTH Advertising Contest Awards West Lake Jr. High in Statewide Competition

(Salt Lake City, UT) – West Lake Jr. High was one of 12 schools statewide to be awarded a Truth from Youth Anti-tobacco School Jamz Dance Party on April 28, 2005. Two hundred sixty-three students from West Lake Jr. High created anti-tobacco radio, TV, billboard and poster advertisements to enter the competition, presented by the Utah Department of Health (UDOH) in cooperation with Salt Lake Valley Health Department. The School Jamz Dance Party will include disc jockeys, pizza and ice cream for the entire school.

The Phoenix Alliance, a statewide anti-tobacco youth advocacy group and The TRUTH Campaign paired up with a local radio station to present School Jamz as an added incentive to get schools involved in the advertising contest. The top 12 schools with the highest percentages of advertising contest entries per school population, won dances sponsored by U92 radio. The winning schools are also eligible to win a free last-day of school party.

“It was a great way for both teachers and students to get involved in the advertising contest and move toward making schools tobacco free,” said Lena Dibble, media liaison, UDOH Tobacco Prevention and Control Program.

Each day more than 2,000 people between the ages of 12 and 17 become regular smokers. That is more than one million teens per year. More than one-half of them will eventually die from a tobacco-related disease. Although adult smokers quit, a steady supply of teens begin smoking to

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replace them. Data show teens are the primary source of new smokers, and almost no one starts smoking after the age of 19.

The Truth from Youth contest invited students ages five to 18 to create radio, TV, billboard and poster anti-tobacco ads for cash prizes. Contest entries are grouped into elementary, junior and senior high school categories with cash prizes of \$300 for first place, \$200 for second and \$100 for third. Best of Contest winners will receive \$400 and have the opportunity to help produce their ads.

These winners will be announced at a contest party for all entrants, at 3:30 p.m., May 20, 2005, at The Gateway Union Pacific Depot, Salt Lake City. The contest party will feature the “ultimate proud parent experience” – all winning entries will be posted with magnets on refrigerators for everyone to appreciate. The contest party will also include refreshments; Sumo-Tyme games; a hypnotist; a local band, *Broke*, and the *U92 Allstar Mixers*.

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The mission of the Utah Department of Health is to protect the public's health through preventing avoidable illness, injury, disability and premature death; assuring access to affordable, quality health care; and promoting healthy lifestyles